

Rep Order# 6815349 Ver# 2 Status Returned Traffic Order# 101891

Printed: 05/21/2012 12:42 PM
Last Received: 05/16/2012 11:29 AM

1 of 3

Station KSNV-TV LAS VEGAS, NV.

Advertiser () OCEGUERA FOR CONGRE

Product OCEGUERA 4 CONGRESS

Estimate# 1187

Buyer Maura Gilroy

Phone# Fax#

Rep Firm PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY

Agency C/P1/P2/E SU 800, WASHINGTON, DC 20007

Agency C/P1/P2/E 104/11/187

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Salesperson Phone#: 215-568-6540
Salesperson FAX#: 215-568-1845

— CONTRACT COMMENT —

SC=*

— REMARKS —
PLEASE SEE BELOW. T HANKS!

LT	In	Day	Time	Program	len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS		:30	\$135.00	10/16-10/22	4	1	4	\$540.00	
2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS		:30	\$275.00	10/16-10/22	5	1	5	\$1,375.00	
3	TU-F,M	7A-9A	TODAY SHOW		:30	\$300.00	10/16-10/22	5	1	5	\$1,500.00	
4	SA	7A-9A	SATURDAY TODAY		:30	\$225.00	10/20-10/20	1	1	1	\$225.00	
5	SU	7A-8A	TODAY ON SUNDAY		:30	\$175.00	10/21-10/21	1	1	1	\$175.00	
6	SU	8A-9A	MEET THE PRESS		:30	\$340.00	10/21-10/21	1	1	1	\$340.00	
7	TU-F,M	9A-10A	TODAY SHOW II		:30	\$150.00	10/16-10/22	3	1	3	\$450.00	
8	TU-F,M	10A-11A	TODAY SHOW III		:30	\$100.00	10/16-10/22	3	1	3	\$300.00	
9	TU-F,M	11A-12P	RACHEL RAY		:30	\$100.00	10/16-10/22	2	1	2	\$200.00	
10	TU-F,M	12P-1230P	NEWS 3 AT NOON		:30	\$150.00	10/16-10/22	2	1	2	\$300.00	
11	TU-F,M	2P-3P	THE DOCTORS		:30	\$100.00	10/16-10/22	3	1	3	\$300.00	
12	TU-F,M	3P-4P	DR. PHIL		:30	\$175.00	10/16-10/22	3	1	3	\$525.00	

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EC'd Yes

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Station	KSNN-TV LAS VEGAS, NV.	Agency	() GMMB
Advertiser	() OCEGUERA FOR CONGRE	Sales Office	() PHILADELPHIA
Product	OCEGUERA 4 CONGRESS	Salesperson	() AMY MCCREARY
Estimate#	1187	Salesperson Phone#	215-568-6540
Buyer	Maura Gilroy	Salesperson FAX#	215-568-1845
Phone#		Rep Firm	
		Sales Office	() PHILADELPHIA
		Salesperson	() AMY MCCREARY
		Salesperson Phone#	215-568-6540
		Salesperson FAX#	215-568-1845
		Flight Dates	10/16/2012 - 10/22/2012
		Rights Weeks	
		Agency C/P/L/P2E	10/4/11/1187
		SU 800, WASHINGTON, DC 20007	

Fax#	LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
13	TU-F,M			4P-430P	FIRST NEWS 3 AT FOUR	:30	\$250.00	10/16-10/22	3	1	3	\$750.00
14	TU-F,M			430P-5P	NEWS 4 AT 430P	:30	\$250.00	10/16-10/22	3	1	3	\$750.00
15	TU-F,M			5P-630P	EARLY NEWS	:30	\$375.00	10/16-10/22	5	1	5	\$1,875.00
*16	TU-F,M			7P-730P	JEOPARDY	:30	\$350.00	10/16-10/22	4	1	4	\$1,400.00
*17	TU-F,M			730P-8P	WHEEL OF FORTUNE	:30	\$225.00	10/16-10/22	4	1	4	\$900.00
				Station Remark:	V2 WHEEL AIRS 7-730P							
*18	SA			7P-730P	JEOPARDY	:30	\$150.00	10/20-10/20	1	1	1	\$150.00
				Station Remark:	V2 JEOPARDY AIRS 630-7P							
*19	SA			730P-8P	WHEEL OF FORTUNE	:30	\$135.00	10/20-10/20	1	1	1	\$135.00
20	TU			8P-10P	THE BIGGEST LOSER	:30	\$950.00	10/16-10/16	1	1	1	\$950.00
21	W			10P-11P	LAW & ORDER: SVU	:30	\$950.00	10/17-10/17	1	1	1	\$950.00
22	TH			9P-10P	THE OFFICE/ UP ALL NIGHT	:30	\$1,000.00	10/18-10/18	1	1	1	\$1,000.00
23	SA			10P-11P	LAW & ORDER: SVU	:30	\$350.00	10/20-10/20	1	1	1	\$350.00
24	SU			10P-11P	LAW & ORDER AFTER NFL	:30	\$300.00	10/21-10/21	1	1	1	\$300.00
25	TU-F,M			11P-1135P	NEWS 3 NIGHTSIDE	:30	\$375.00	10/16-10/22	4	1	4	\$1,500.00
26	SA			11P-1135P	NEWS 3 NIGHTSIDE	:30	\$350.00	10/20-10/20	1	1	1	\$350.00
27	SU			11P-1135P	NEWS 3 NIGHTSIDE	:30	\$350.00	10/21-10/21	1	1	1	\$350.00

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ECD Yes

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Showing Buylines: All Lines

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Product OCCEGUERA 4 CONGRESS
Estimate# 1187
Buyer Marla Gilroy
Phone#
Fax#

Agency () GMMB
1010 WISCONSIN AVE, S
SUITE 800, WASHINGTON, DC 20007
Agency C/P1/P2/E 104/11/187
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY

Salesperson Phone#: 215-568-6540
Salesperson FAX#: 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
28	TU-F, M	1135P-1235A		TONIGHT SHOW w/ JAY LENO	:30	\$185.00	10/16-10/22	3	1	3	\$555.00	
29	SA	1130P-1A	SATURDAY NIGHT LIVE		:30	\$450.00	10/20-10/20	1	1	1	\$450.00	
30	SU	530P-830P	SUN NT FB: PITT @ CIN		:30	\$4,000.00	10/21-10/21	1	1	1	\$4,000.00	

—REPORT TOTALS—

Report Totals: 70 / \$22,945.00

—SALES MONTHLY TOTALS—

Oct 12: 70 / \$22,945.00

Sales Totals: 70 / \$22,945.00

Station Totals: 70 / \$22,945.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Market Totals	CATV	KBLR	KINC	KLAS	KSNV
	\$114,725	0%	0%	0%	26%	20%
	XXXX	KTNV	KIUD	KVCW	6%	22%
		21%	1%	4%		
		0%				

—COMPETITIVE COMMENTS—
EST SHARES

Books	NOV12
Demos	RA35+

—CREDIT RISK—
CASH IN ADVANCE